



SALESPRO



Giving Sales an edge with AI

With the start of the new financial year, the business plans and policies for the year are being laid down. With the assessment of the past year's performances, what is also rolled out are the projections and targets for business for the year ahead.

As growth is a continuous process, it is hardly ever that business targets are not aiming higher, and the Sales team is motivated to attain the higher goals going ahead. While there are always strategies aimed at new customer acquisition through leads that come through various touch points, the existing customer base is a ready pool that needs to be tapped efficiently.

The Sales team conundrum

It is no secret that new customer acquisitions are a far more cost and time intensive processes as compared to relationship build and product deepening with existing customers. While the idea has its merits, it has its own challenges. This approach is often faced with questions like 'What next? Cross-sell? Upsell? New products? New schemes?' – while there can be many answers and picking the right one is the key to success.

The Sales team has to have the absolute understanding of the whole canvas of the customers' existing relationship with the organization. Apart from the product array, information on when a customer prefers to buy, their risk-return appetite and average

ticket size are some considerations that can make a big impact towards the next purchase. It is the existing relation which at times can hinge on one instance of bad service or advice. If the exit clauses are not too daunting, it is not too difficult for a customer to jump ships to the best alternative in this era of cut-throat competition and razor thin margins.

Did you know:

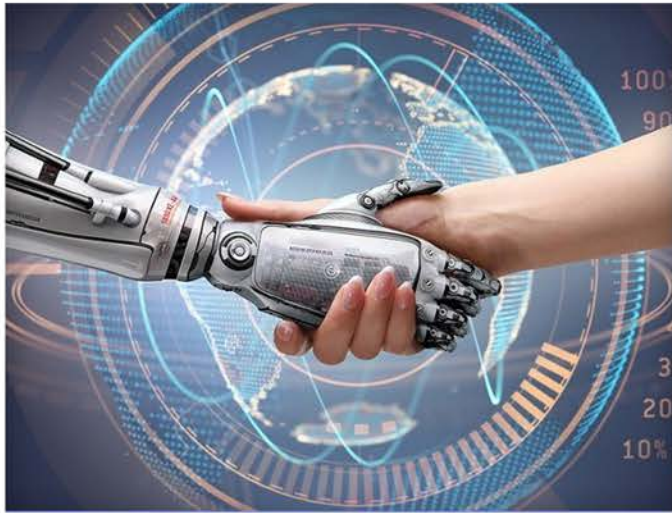


The Impact of AI will be maximum in the areas of SCM and Sales & Marketing. AI can create \$1.4-\$2.6 trillion of value in marketing and sales across the world's businesses.

- HBR 20th July 2018 (Most of AI's Business Uses Will Be in Two Areas by Michael Chui, Nicolaus Henke, and Mehdi Miremadi)

How AI can help Sales:

A well updated CRM system is a source of a lot of data that can reveal a good amount of information about a customer. If one chooses to explore the customer profile, there are data point regarding what a customer does, their growth in life, their family relations and how one has been planning their product keeping in the needs of the customer and their family.



Let us take an example of customer to a finance and investment company – if a man became a customer at the age of 20 by taking an educational loan, the logical flow of financial planning will suggest when he becomes interested in investments, asset building, tax planning, etc. At every stage from a Student to a Professional to a Family Man to a Retiree; the company has multiple and multilevel product that they can offer the same customer.

What AI can offer is analysing this customer data and create sales opportunities for the sales team to tap into. Evaluating the risk appetite for a customer, it can be ascertained if one would prefer direct equity or mutual fund investment or will bonds, and pension funds are more suitable based on their personality. AI also has the ability to understand the investment cycles or periodicity along a year or a 3-year map to present a comprehensive customer behaviour pattern.

There is also the scenario where an existing customer has reached out via a call or digital presence for some information or comparison on a product. This is a customer pull and needs to be handled in a proper manner to convert the interest into business keeping in mind the existing relationship of the customer with the company.

All of the above scenarios involve a fair amount of data crunching and cross referencing to build relevant and actionable outcomes for the Sale team to act upon. While the sourcing and nature of data can be obtained from a host of systems, the use of AI to build models and to analyse the vast amounts of data to derive action-oriented results is what can be the game changer.

The next evolution CRM – Integration with AI

While we have already highlighted how one can identify need and evaluate the right CRM product in our past editions, we are now highlighting what is the next evolution in CRM systems. AI has the potential to transform otherwise ordinary seeming data regarding the customer and their business relations (customer 360) into insightful action points. These points can answer the eternal question before the sales team as to what the next product could be that they can pitch to an existing customer.

When these pointers are served as smart nudges from the system, it can further provide the sales team with the knowledge to convert into positive sales. Apart from the motivation and incentives to boost the sales team morale, it has the potential to transform the sales process with AI based system support to execute their jobs.

MobiTrail is working to improve on its SalesPro offering by building the AI package to enhance the product. As we build and develop the product with our partners, the encouraging results have been an affirmation of how we are shaping the near future.



ASANA

WHEN PRODUCTIVITY MATTERS – ASANA

Collaborative tools for managing a project across teams has become a big need since teams have got dispersed in a Work from Home environment. There have been more and more tools for team management and productivity that have sprung up. These vary from some which are true team association and task management apps to some which border surveillance of what sites and apps do users surf.

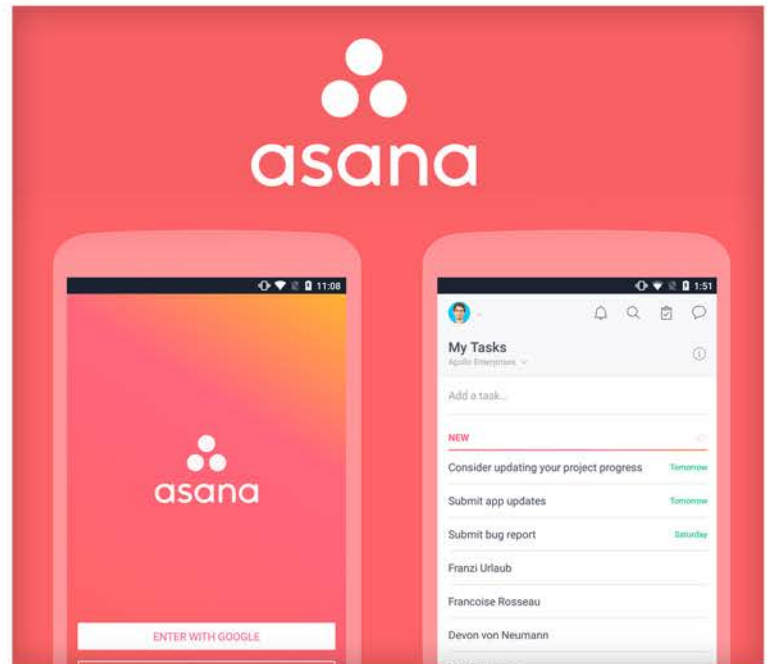
For any organization and teams that believe in productivity and collaboration Asana can serve as a great choice. As a collaborative tool, it helps teams track work, from tasks to workflows to even some types of projects. With addition of more structures, templates for teams and its flexibility to modify structures, Asana can help break up tasks, assign them across the team as per the probable time they might need to get involved and ensure that the work is getting done. As the task status gets updated, the exact degree to which work has been done or pending can be ascertained. Another useful feature is Asana's ability to create dependencies between tasks. If you have task A and task B, and task B can only get started once task A is finished, then you can add a dependency between them to express that relationship.

The biggest advantage of Asana shall be its multiple display options to indicate how the task have been assigned and how things shall progress. In a List view, it indicates more like a 'To Do List' of all the tasks, the people who shall be running them and an update on its status. The same can be switched to a Board view (more like a Trello) where tasks can be assigned under defined buckets; say in case of a Web Application Project, tasks can be categorized as Live, UAT, New Requests, Approved Requests etc to indicate where things stand on the whole. The same data can also be pitched as a Timeline of tasks with the actions and the person to act indicated across a time axis. For projects which do have a continuous evolution map or campaigns slated across a year, a Calendar can also be planned.

Asana in its enterprise version has a lot more to offer in terms of customizations, integration with other sales and CRM platforms. A recent addition has been a Project Overview tab that offers a summary of information for projects created in Asana, with details of all the team members on the project and their roles, milestones, important documents or files related to the work, and so forth. Through integrations, videos and other kinds of media can also be added on the Overview page.

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Asana Goals is also an enterprise feature, that helps teams and organizations set goals (KRAs) and track progress made toward them. The idea is to disconnect the KRAs from a spreadsheet or app and place them into the context of work management and understand how individual tasks contribute toward a goal.

What's Hot

The simple UI and the part where the tasks can be seen in any layout as per the preference for the team highlights its flexibility. In its free user role, it has to offer what other productivity trackers have in store. Though in the enterprise mode, it can drive the tracking and task management across businesses, target management and even KRAs. Integration capabilities definitely enhance its appeal.

What's Not

While Asana is flexible and feature-rich, it isn't designed to offer graphics and charts in its displays. There are also no markup tools or other proofing tools to collaborate, discuss, and mark changes. Also, the striking features that would set it apart from a Trello are most under its enterprise version, so smaller organizations, where multi-tasking is a way of life might feel it is inadequate.

“To Have” or “Not to Have”

Asana's thoughtful design and flexibility make it a powerful task-management app for many kinds of team-based work, as well as personal task management. Its extensive feature set and variety of workflow views are also commendable.

Design Team: Hemant Khushale

ROLE OF AI FOR ENTERPRISE CYBERSECURITY AUTOMATION BRINGING SECURITY INTO THE FOREFRONT



The aspect of automation adoption and AI (Artificial Intelligence) had begun rising quite massively. However, the emergence of the same was stuck in the ideology of creating something with AI. No one tried or attempted to make the dream come true owing to the risk factors. Nonetheless, since the beginning of 2020, the usage of AI, too, started to increase pretty quickly. According to a study, almost 41% of organizations are currently using it, while 42% of others are doing research on its other aspects.

Aside from the automation of normal organizational work, AI can be used in a cybersecurity infrastructure as well. For example, it can be employed for building a secure network framework, re-establish an update, and so on. But, can it perform something even better if upgraded or used in a proper manner? In this write-up, we are going to have a look at this aspect in a detailed manner. So, be sure to keep reading until the end!

How is AI Being Used in a Cybersecurity-based Infrastructure Currently?

The issue of cyberattacks has been quite prominent since the year of 2015. If you are not capable or careful enough, then even a small-scale attack can affect your network system effectively. However, many organizations have already found a mild solution to it by using the Artificial Intelligence system. Here is how it is being used currently –

- 1) The security department of a corporation can monitor a specific network system repetitively while keeping an eye on everything else.**
- 2) The usage of next-gen firewalls, with a built-in machine learning technology, has already begun in an organizational scenario.**
- 3) Owing to the predictive nature of Artificial Intelligence, the origination of various cyberattacks can also be found now.**

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However, some of the more technically advanced organizations, such as Google, are using AI a bit differently as well. Here is everything you need to know in this aspect –

- 1) It is able to analyze the mobile endpoints for cyberattacks. Google has already adopted the same technology in Gmail and using it to block spam mails regularly.**
- 2) Aside from it, Google has also been using Deep Learning AI on the Cloud Video Intelligence Platform. It, in turn, evaluates the videos based on their context and content. If it finds something suspicious, then it informs the user of the administrator right away.**
- 3) The Watson Cognitive System of IBM tends to use machine learning and AI to detect any kind of cybersecurity issues.**
- 4) The Balbix Platform employs an AI-powered risk prediction system to prevent malicious forces from attacking their IT infrastructure.**

How Can AI be Added to the Defence System of an Organization?

Integrating AI into your cybersecurity system effectively is not something that you can do overnight. You will need to be extremely cautious, efficient, and do proper planning before you can even start working in this aspect. In any case, it would be even better for you to take the help of an expert to perform this task proficiently.

AI can be used in almost each and every aspect of cybersecurity. However, if you want to learn more about its overall effectiveness, then you can start by –

- 1) Putting it into your login technique. It can help you to create an accurate and precise biometric-based system. It will detect unauthorized visitors or employees right away as well.**
- 2) AI, if used correctly, can offer predictive analysis of almost**

Design Team: Hemant Khushale

everything. This, in turn, can help you to learn more about the failure of a particular section of the network system. Moreover, you may also find traces of security threats during the procedure.

3) You can use Artificial Intelligence to secure conditional access and authentication. It can help you to protect important accounts and passwords quite efficiently.

4) The natural language processing of AI can help you in enhancing the analysis and learning method of the whole system. This way, it will be easier for your security infrastructure to detect malicious activities right away.

In Conclusion

The sudden emergence of AI can be extremely valuable to protect the assets of an organization from malicious issues. However, for that, you will need to implement the same into your network system effectively. Furthermore, you will also need to be proactive and prevent the hacker from using AI against you. Otherwise, things might not go in your way and you may end up messing up everything. So, be sure to call in an expert if you are unsure of anything. Good luck!

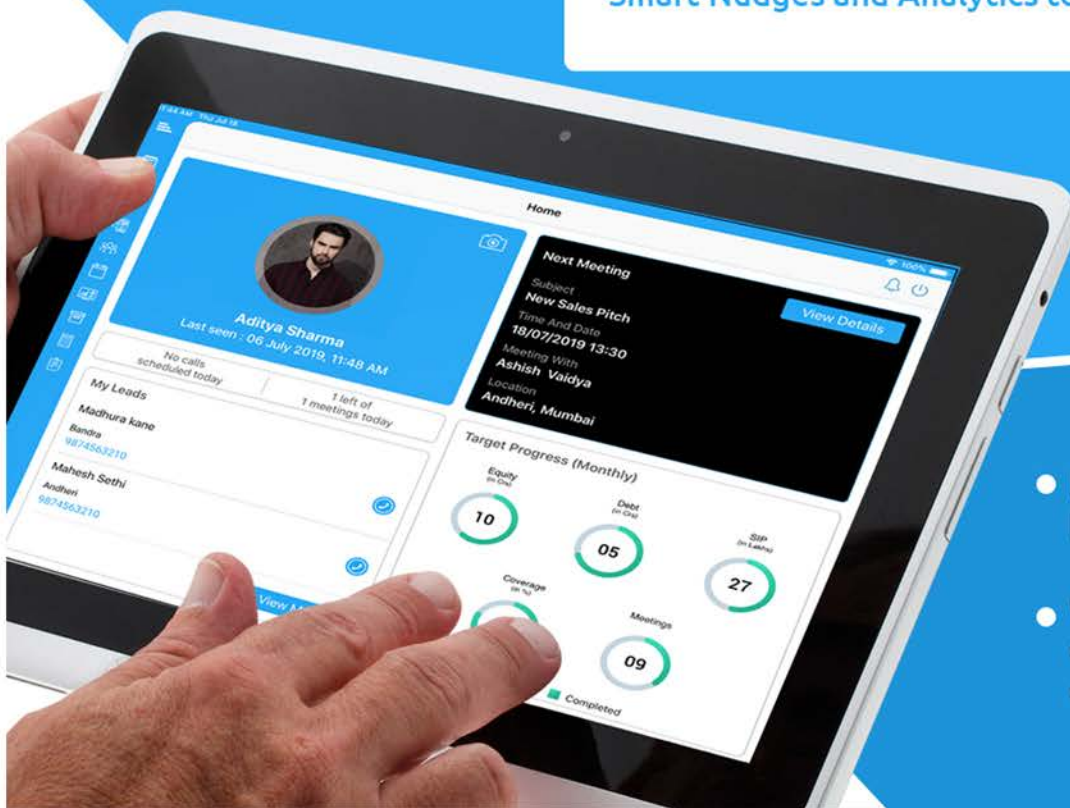
SALES PRO

Drive your sales to the next level with the best-in-class Sales Team App
MobiTrail SalesPro

Lead Management through CRM Integration

Lead Allocation and Progress Tracking

Smart Nudges and Analytics to track Goals and Targets



Real-time Sales Dashboard with Achievement Status

- Real-time Sales Team Performance Metrics.
- Qualitative Analysis of customer interactions over Agent & Customer feedbacks
- Available for iOS and Android phones and tablets

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